

APPEAL DECISION OF THE BOARD OF ARCHITECTURAL REVIEW TO TOWN COUNCIL

264 Cedar Lane SE

Vienna ACE

Cedar Park Shopping Center

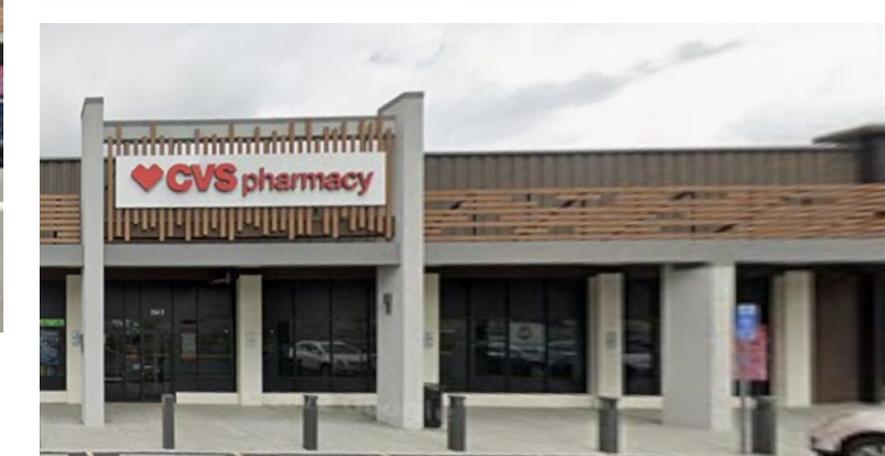
David Levy, Director of Planning and Zoning
Sharmaine Abaied, Planner



Vienna ACE Sign Site Location



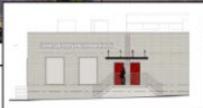
Vienna ACE Sign Site Conditions 2022



Vienna ACE Sign Site Conditions - Current



Vienna ACE Sign Cedar Park Master Sign Plan



End Tenant ID



In-Line Tenants / End Anchor ID



Junior Anchor ID



Tenants Under Canopy ID



Hidden Tenant / 2nd Floor Tenant ID



Pad Tenant ID

Color & Finishes

P1 Description: Center Paint: Matthews Acrylic Color: Match SW 9850 Center	P2 Description: Neutral White Paint: Matthews Acrylic Color: Match SW 7100 Neutral White	P3 Description: Pastel Paint: Matthews Acrylic Color: Match SW 7104 Pastel	P4 Description: Turquoise Colter Paint: Matthews Acrylic Color: Match SW 9075 Turquoise Colter	P5 Description: Java Brown Paint: Matthews Acrylic Color: Match SW 9000 Java Brown
P6 Description: Distinct Paint: Matthews Acrylic Color: Match SW 9043 Distinct	P7 Description: Canyon Clay Paint: Matthews Acrylic Color: Match SW 7701 Canyon Clay	P8 Description: Palm Springs Bright Blue Paint: Matthews Acrylic Color: Match Pantone 6272C	P9 Description: Palm Springs Dark Navy Paint: Matthews Acrylic Color: Match Pantone 490C	
F1 Description: Reflective White Manufacturer: 3M 883-10 Color: White reflective	F2 Description: White Translucent Manufacturer: Prismatic Optics LD 10A Color: White glossy	F3 Description: Hickory Manufacturer: Woodform Extruded Alum. Color: Hickory		

Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T1
Gotham Bold (+5 Tracking)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T2
Gotham Book (+5 Tracking)

Artwork



Vienna ACE Sign

Vienna Ace – Sign Rendering

ACE Hardware
264 Cedar Lane
Vienna, VA 22180

Attachment 04 **EXHIBIT A** Allowable Signage Area

Sq. Ft. Signage:
58.46

Sq. Ft. Allowance:
Building-mounted sign area is that area within a single continuous rectilinear perimeter of not more than eight straight lines intersecting at right angles, that encloses the outer limits of all words, representations, symbols, and pictorial elements, together with all material, color, and lighting forming an integral part of the display or used to differentiate the sign from the background against which it is placed.

Signs are limited to one and one-half square feet of sign area or each linear foot of building frontage. No single sign may exceed 200 square feet in area



3/8" - 1' Scale



3/32" - 1' Scale

ACE Corporate Logo Requirements

SECTION 3 – EXTERIOR SIGNAGE

Exterior Sign Specifications

Logo mark guidelines

Exterior signage should follow the Ace logo guidelines outlined in Section 1 for approved font, spacing, size and color recommendations. The only exception to these rules is that exterior and permanent interior signage does not require the use of the registration mark ® following the Ace logo.

With this as a starting point, the following additional specifications should be followed:

- The logo mark may not be broken into individual letters, stacked or shown in any position other than the approved formats, as follows:

- Ace only – used to maximize the impact of signing or where local sign codes are restrictive.

- Horizontal – should be used to fill-out a larger, wider building front or sign space.

- Vertical stacked – should be used for a smaller, narrower building front or sign space.



SECTION 3 – EXTERIOR SIGNAGE



- In addition to the Ace logo itself, supporting wording should also follow the specifications outlined in Section 1. This would include:

- Using only Ace-approved supporting words.
- Placement of supporting words to the right or directly below the Ace logo mark.
- Placement of retailer signature or location names to the left or directly above the Ace logo mark.

Timeline of Events

- **July 22, 2025** – Sign application submitted
- **August 21, 2025** - The Board of Architectural Review reviewed application and voted (3-2) to defer the application with the recommendation the applicant submit a revised design that was symmetrical and consistent with other signage in the shopping center.
- **September 18, 2025** – The Board of Architectural Review was presented with the same sign rendering, deferred at the August 21, 2025, meeting, as well as ACE Corporate logo guidelines. The Board was made aware of the sign installation prior to required approvals. The Board discussed the sign and the corporate logo options with the applicant. The Board voted (4-1) to deny the request for the sign.
- **September 26, 2025** – Applicant submitted, in writing, the request to appeal the Board of Architectural Review’s decision.

Potential Motions

I move to **affirm** the decision of the Board of Architectural Review to deny the sign as presented by the applicant, Desi Versal of Signs Unlimited on behalf of Vienna ACE Hardware, located at 264 Cedar Ln SE.

OR

I move to **reverse** the decision of the Board of Architectural Review to deny the sign as presented by the applicant, Desi Versal of Signs Unlimited on behalf of Vienna ACE Hardware, located at 264 Cedar Ln SE.

OR

I move to **modify** the decision of the Board of Architectural Review to deny the sign as presented by the applicant, Desi Versal of Signs Unlimited on behalf of Vienna ACE Hardware, located at 264 Cedar Ln SE, as follows (Town Council to add conditions/modifications to approval).